VIOOH + **Audi**

Programmatic showcase

Location-based buy driving consumers to nearby Audi stores

Campaign objective

- Grow awareness of Audi E-Tron
- Drive visitation to an Audi store

For their latest campaign, JCDecaux Australia, Vistar Media and Audi collaborated to increase awareness of the Audi E-Tron, an all-electric vehicle.

Through Vistar Media DSP, large and small format screens that were in proximity to Audi locations were identified for the campaign. The campaign utilised programmatic features such as mid-flight optimisations, time-targeting, and segmenting out and removing screens out of the buy to allow for extra delivery with underperforming screens. Different creatives were used to be contextually relevant while complementing traditional elements of the campaign.

Target audience
– Highly affluent audience in consideration for buying a hybrid car

Campaign specification
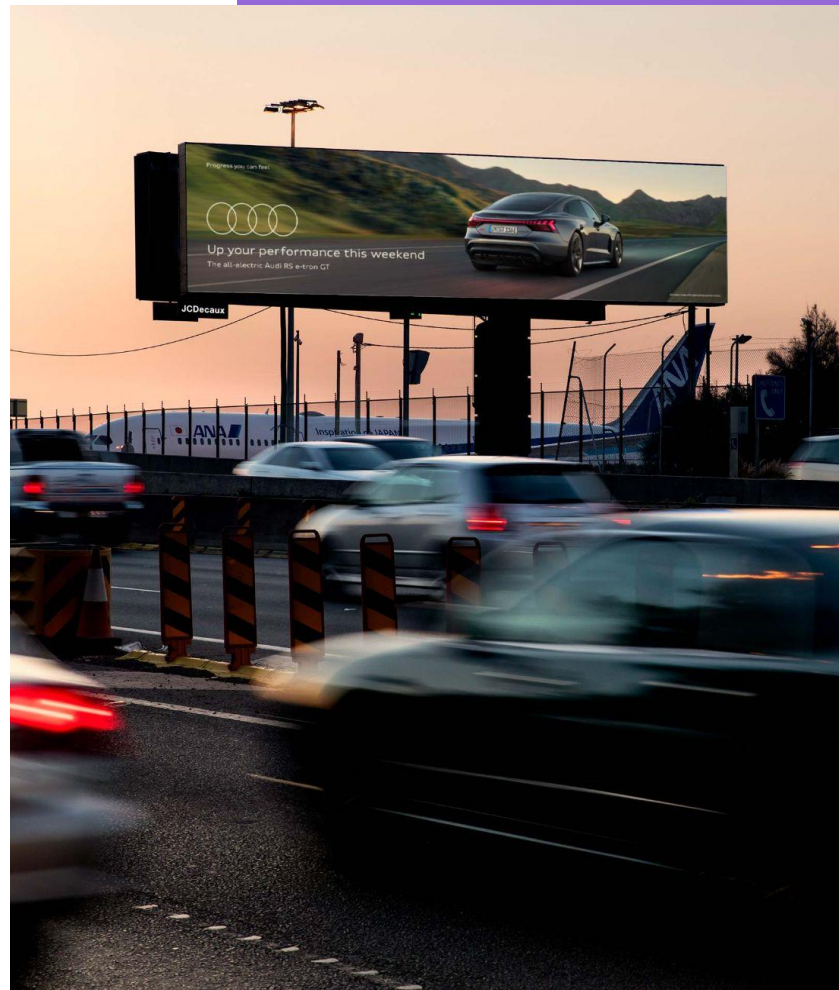– Mid-flight optimisations
– Time-targeting

Inventory
– Coverage across Australia: Sydney, Melbourne, Brisbane, Perth and Adelaide
– Large and small format roadside

In collaboration with

JCDecaux + **VISTAR** MEDIA

viooh.com
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VIOOH + Audi

Campaign results

3.4M+
Impressions

41%
Footfall uplift compared to the control group

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